

Associate for Re-emerging World

Who we are and what we offer

Re-emerging World is a strategic advisory firm specialising in sustainable business solutions in emerging markets. Our clients include a range of leading Multinational Corporations (MNCs), Businesses, Social Entrepreneurs and Institutions. We engage with these actors to design and execute innovative business strategies and sustainable value propositions in emerging markets. Our unique solutions satisfy the following four primary criteria:

- Serve the needs of the “Base of the Pyramid” population
- Are inclusive and improve the economic and social conditions of the local community
- Contribute to low carbon, environmentally sustainable growth
- Lead to new growth initiatives and investments in emerging markets

Role Description

We are looking to recruit an Associate who is keen on acquiring and honing management consulting skills, developing research capabilities and understanding of various sectors by undertaking insightful primary and secondary research initiatives. The role would entail a continuous application of such consulting and research skills towards generating solutions for social and environmental challenges faced by emerging markets. For the first two years this role will have two dimensions: 1) working on client facing engagements (30% of time) 2) Internal research and analysis (70% of time). It will entail consumer and market research (primary research) involving focus group studies, field visits, interviews and desk research and analysis (secondary research) such as tracking sectors, innovative models, trends and publishing studies, whitepapers, blogs etc. Work will be based out of Kolkata for the first year with the option of moving to Bangalore/Mumbai if necessary.

Key Responsibilities

- Client consultancy responsibilities:
 - Executing primary research: Interviews, field visits, focus group discussions
 - Conducting secondary research
 - Participating in designing of business models
 - Contributing to preparation of business plans
- Internal responsibilities:
 - Tracking sectors, innovations, trends and models
 - Research publications

- Preparation of whitepapers
- Blog editor

What we look for in you

Ideology:

- You are eager to apply your business, analytical and creative skills to work on challenges with the aim of making this world a better place. You empathise with the struggles and aspirations of the underserved low income households and want to be a part of the solution. You appreciate the necessity to develop a low carbon model of growth and identify new growth initiatives in emerging markets.

Experience:

- You are a fresher with a strong educational background and an interest in acquiring and honing management consulting and research skills or have 0-2 years of work experience, preferably in any of the following areas: management consulting, investment banking, equity research, research institutions, corporate planning, managing profit centres. In your earlier work you have demonstrated your skills in structured and analytical thinking, attention to detail, strong written communication skills and a bias towards delivering results within deadlines.

Education:

- You hold a MBA degree (specialization in Finance or Marketing) from a reputed B-School or a Post Graduate degree in Economics /Public Policy. You must have consistently good academic records and thoroughly enjoy the 3Rs (Reading, wRiting and aRithmetic).

Work ethic:

- You are a quick and aggressive learner and can work across sectors in engagements ranging in duration from 2–6 weeks. You are entrepreneurial, comfortable working as a part of small team, have an appetite for ambiguity and enjoy working on multiple projects in parallel. You understand that in a small firm everyone has to do whatever it takes to complete the work under budget constraints. You are willing to conduct business trips within India, including travel to villages, small towns and urban slums and staying there overnight. You are a great team player, a thorough professional and fun to work with.

Qualifications Matrix

Area	Essential	Desirable
Consumer and Market Insights	Ability to sift through secondary information and data to generate key insights and trends, and deliver complete analysis packs.	
	Interest in executing qualitative consumer research through the use of interviews, focus groups and analysis, and to present the findings of such research.	Prior experience in executing qualitative consumer research and present findings. Ability to frame research questions and research design.
	Interest in engaging with experts, social entrepreneurs and C-level executives for interviews.	Prior experience in engaging with experts and C-level executives for interviews
Business Model	Interest in analysing the different elements of a typical business model and levers for value creation.	Prior experience in analysing business models. Interest in business model innovations.
Business Plan	Interest in business environment and competitor analysis.	Experience in actual business plan preparation.
Writing Skills	Ability to clearly and concisely express and communicate thoughts through writing.	Experience in communicating research & recommendations through reports.
Microsoft Office Skills	Strong Excel skills.	Exposure to Excel VBA programming.
	Experience preparing presentations in PowerPoint.	
	Advanced Word documentation skills.	
Domain	Exposure to the concepts of “Base of the Pyramid” business opportunities, social enterprises and impact investing.	Prior work experience in this field.
Education and Experience	MBA (finance or marketing) from a reputed Business School, or a Post Graduate degree in Economics /Public Policy.	
	<ul style="list-style-type: none"> 0-2 years of experience, preferably in working in management consulting, investment banking, equity research, research institutions, or managing profit centres. Fresher with a strong educational background and an interest in acquiring and honing management consulting and research skills are also eligible to apply. 	

Selection Procedure

An initial screening of resumes will be followed by a personal interview. Candidates shortlisted based on the interview will be required to solve a case study.

Other Details

Base Location	Kolkata with the option of moving to Bangalore/Mumbai if necessary after one year
Salary	Based on years of experience
Nature of Contract	Full time employment after an initial probationary period

Application Details

If you are interested in this position and feel that it suits your previous experience, then please send a CV and cover letter to avik.roy@re-emergingworld.com by 30th July 2011. Please mention your minimum expected salary to make this opportunity worthwhile.

For more details about the firm please visit www.re-emergingworld.com